

Festival Sabores de México

DATE: Saturday, August 23, 2025
LOCATION: Pinheiros, São Paulo, BR

Event Description

Festival Sabores de México is a premier festivals event in Pinheiros. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 46/100

Expected Attendance: 609 people

Event ID: GzSrTkh4MffgmckVbg

Hotel Demand Indicators

ADR Impact Index: 5.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 244 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.